

Competitive Analysis - Hihat

Introduction:

Finding restaurants and other dining locations is market that is dominated with products that help the population find and review these places. A majority of people are looking for tasty food and memorable experiences when finding that next spot to eat. The possibilities seem limitless, unless you are someone who has food allergies and/or have specific dietary requirements. (As I write this is just so happens to Food Allergy Awareness Week). Over 15 million Americans have food allergies, with 1 out of every 3 kids have a food allergy ¹. Anyone can be allergic to *any* food, but allergies from food are from: **Milk/Dairy, Eggs, Peanuts, Tree nuts, Soy, Wheat, Fish, and Shellfish**. These are extremely common foods that are used in day to day life. This can make it difficult to go out and find locations that are accommodating to those who have food allergies, and most importantly are aware of the dangers of cross-contamination.

Summary:

The goal is to design a mobile app that helps those who have food allergies find restaurants, cafes, and other eating locations that will cater or accommodate to their specific diets and needs. Users will be able to find locations that they can confidently go and eat at these locations with the validation from community reviews, being able to see the menu, and viewing other specific details about restaurants on one platform. Not only will this application focus on restaurants that accommodate for food allergies, but other dietary preferences such as vegan, vegetarian, paleo, etc.

Primary Audience

The goal of this application is to give people who have food allergies a platform to search for places that can give them the best experience. There are 2 main groups to focus on: 18-30 year olds who are young professionals and most likely do not have kids at the moment. They're living their lives trying to find a variety of ways to experience life through a variety of avenues. The second group would be 30-40, or parents who have children. This is a way for parent's to find experiences for their young ones and to help reduce concern when they take their kids to eat.

A third audience would be included, but that would be much later in the future, and that would be the businesses such as the restaurants on this platform to unique food allergy brands (So Delicious, Enjoy Life, Pure Knead Breads, etc.) They would be the main source of ad/revenue sources.

Differentiator

There are a variety of applications that assist in finding different restaurants, venues, places, etc. for people to enjoy food. However the specificity that is needed for people who have food allergies/dietary restrictions is crucial when they are trying to find places to eat. This apps main focus is to take that broad information on restaurants/dining options and reduce it into comprehensible and trustworthy information so that people who do have food allergies/dietary restrictions can engage and experience eating out in a positive light.

As for the design, this app will focus on creating a friendly and trustworthy brand aimed to build a fluid user experience that is harder to find on applications/platforms that focused on food allergies.

Competitors:

[Foursquare](#)

Summary

1. <http://coloradoallergy.com/food-allergy-awareness-week-2017/>

Per Foursquare’s statement, they are a “...technology company that uses location intelligence to build meaningful consumer experiences and business solutions.” They focus on crafting experiences that range from finding places to eat, drink, shop visit all over the world. They two main apps that they have are Foursquare City Guide App which guides users around any city finding new places to explore. Then they have Swarm which is like a journal that documents all the places a person goes.

Primary Audience

For their platforms such as Foursquare City Guide and Foursquare Swarm, the primary audience would be people who are focused on engaging themselves in the experiences around them. The age group would range from 18-35. They have disposable income and are focused in experiencing life.

Foursquare also has business/enterprise solutions. Their enterprise products consist of: Places, Pilgrim SDK, Attribution, and Pinpoint. These solutions are sold to businesses who can then use the technology and data to measure their performance and ability to reach/connect with consumers.

<p><i>Strengths</i></p> <ul style="list-style-type: none"> - Large user based (50 million use Foursquare per month) - 105 million venues mapped across the world - They have a variety of business solutions as well (which really plays into their “...uses location intelligence”) - Large and well defined company the resources and capital 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> - Trying to very specific details regarding a location/business can be very difficult (so in the context of food allergies, information is hard to pinpoint) - Main business model is focused on providing location data to enterprises
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> - Their enterprise solutions (using the data the data they have and selling to large companies) - “License/sell” their location intelligence technology and algorithms so that other companies can use it to generate data - Huge amounts of data that can be can be monetized 	<p><i>Threats</i></p> <ul style="list-style-type: none"> - Large competitors like Yelp and Google Maps/Reviews

[AllergyEats](#)

Summary

Out of all the competition in this space, AllergyEats is the closest in goals, purpose, and functionality. They are a web and mobile platform that helps those who have food allergies find dining locations validated by the users they have on their platform. They thrive on creating a community and being the #1 source of information for people in pursuit in finding food allergy friendly locations.

Primary Audience

People who have food allergies or people who are constantly interacting with people who have allergies (ex: parents who have children who have food allergies). They also try and connect with restaurants all over so they can continue to build out their database of allergy friendly eating locations.

1. <http://coloradoallergy.com/food-allergy-awareness-week-2017/>

Strengths <ul style="list-style-type: none"> - Current leader (and potentially only platform) in the space specifically for findings eating locations focused on being allergy friendly - Large user base - Has many restaurants that are in their database and vouched for by reviews - 800,000 restaurants in their database - Has a AllergyEats page/system with Disney World 	Weaknesses <ul style="list-style-type: none"> - Design and ease of use for the platform - Functionality - Branding/Aesthetic strength - Main validation is only through user reviews - There are still a lot of restaurants that don't have reviews - Even though their site says "improved functionality", there doesn't seem to be someone on their team focused on the technology and design side of the product
Opportunities <ul style="list-style-type: none"> - Use the data they already have and figure out a way to monetize 	Threats <ul style="list-style-type: none"> - Large location/restaurant/reviewing service executing this much more efficiently than what is currently available

Yelp

Summary

Though the functionality and uses of Yelp overlap with Foursquare, Yelp focuses on "...*helping people find great local businesses like dentists, hair stylists and mechanics.*" Instead of connecting users with "experiences", Yelp aims to connect users with their local businesses. Their product is built on the foundation of their user base contributing through their reviews on any type of business you can think of (car dealership, barbershop, cafe etc.).

Primary Audience

There are 2 target audiences that Yelp focuses. There is the consumer or "Yelper". These are the people who most active on Yelp and are constantly leaving reviews. Yelp also has a business solution (Yelp for Business Owners). Business owners can claim their business which allows them to see how well their business is doing with Yelp and depending what tier they choose (there are 3), will determine how influential their business can be on Yelp.

Strengths <ul style="list-style-type: none"> - 115 million reviews (Q1 2018) - In over 32 countries - Large user base (30 million views on app and 70 million mobile web) 	Weaknesses <ul style="list-style-type: none"> - Trying to very specific details regarding a location/business can be very difficult (so in the context of food allergies)
Opportunities <ul style="list-style-type: none"> - Use the data they already have and figure out a way to monetize 	Threats <ul style="list-style-type: none"> - Large competitors like Foursquare and Google Maps/Reviews

Google Maps/Reviews

1. <http://coloradoallergy.com/food-allergy-awareness-week-2017/>

Summary

<https://support.google.com/maps/answer/6230175?co=GENIE.Platform%3DDesktop&hl=en>

Primary Audience

Frequent users of Google Maps because of how Google Reviews is integrated with that product.

<p>Strengths</p> <ul style="list-style-type: none">- Google reviews are integrated in Google maps (information about the restaurant, reviews, website etc. readily available)- Google is a one of the largest tech companies in the world (Integration with all the other Google Products)	<p>Weaknesses</p> <ul style="list-style-type: none">- Trying to very specific details regarding a location/business can be very difficult (so in the context of food allergies)- Pushing new features and ideas must go through a hierarchical process
<p>Opportunities</p> <ul style="list-style-type: none">- Massive database of users that can be used to improve their products and how users interact with the app	<p>Threats</p> <ul style="list-style-type: none">- Large competitors like Foursquare and Yelp